

REMARKS

This responds to the Office Action mailed on December 1, 2005, and the references cited therewith.

Claims 1-2, 7-8, 10, 12-14, 17-20, and 25-27 are amended. Claims 1-27 remain pending in this application.

§103 Rejection of the Claims

Claims 1-5, 7-14, 17, 19-22, 24 and 27-28 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Zdepski et al. (U.S. 6,006,256, hereinafter, "Zdepski") in view of Hite et al. (U.S. 6,002,393, hereinafter, "Hite").

Zdepski et al. disclose a broadcast station 50 (Fig. 1), which receives a transmission from a remote network 10. The transmission includes a combined signal that includes a trigger and a television signal. A trigger extraction unit 56 extracts the trigger and provides the trigger to an interactive program source 58. The trigger contains interactive program identification and command information to control the loading and/or playing of an interactive portion of the interactive program. (Summary) When interactive program source 58 receives a trigger, it first authenticates the trigger by determining whether the Authentication Code of the trigger is an authorized value. If the trigger passes the authentication check, interactive program source 58 performs an operation in accordance with the Command Code and Interactive Program ID of the trigger. For example, interactive program source 58 may first receive a command to load an interactive program specified by Interactive Program ID "1011", in response to which interactive program source 58 loads the specified program from mass storage into a local memory (i.e., DRAM). Interactive program source 58 may then receive a command to play the program specified by Interactive Program ID "1011", in response to which interactive program source 60 outputs the specified interactive program in a bit stream to data input unit 66. (col. 5, ln. 42-57)

However, Zdepski alone or in combination with Hite fails to disclose:

...hardware adapted to receive one or more first video streams that include video data, first interactive content and an interactive content code, wherein the interactive content code includes an option field...and based on the value of the option field, to produce a control signal to indicate the first interactive content is

to be replaced with second interactive content... and based on the control signal, insert the second interactive content into the second video stream....
(emphasis added)

Zdepski does not discuss replacing a first interactive content with a second interactive content based on the interactive content code and the option field.

Adding the teachings of Hite doesn't cure the defects of Zdepski. Hite discloses a system and method for targeting TV advertisements to individual consumers delivering a plurality of advertisements to a display site by using a command signal to the display site commanding the display of a selected advertisement suited for the individual consumer.

Consequently, Zdepski alone or in combination with Hite does not disclose every feature of the independent claim 1, and therefore claim 1 and all dependent claims therefrom are patentable over the cited art. The independent claims 8, 14, 17, 19, 20, and 27 include substantially similar subject matter to that of claim 1; therefore all the arguments that apply to claim 1 apply to these independent claims and their respective dependent claims, if any.

Claims 6, 15, 18 and 23 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Zdepski et al. in view of Hite et al. and further in view of Blackketter et al. (U.S. 6,415,438, hereinafter, "Blackketter"). Blackketter disclose that a trigger, broadcast along with a television video, may include a Uniform Resource Identifier. (col. 8, lines 5-15 and col. 1, lines 18-30) Blackketter et al. further disclose sending redundant triggers. (col. 7, line 60 through col. 8, line 15). However, Blackketter fails to provide what is missing from Zdepski and Hite, as discussed above, and because these claims depend upon independent claims argued for and addressed above, these claims are also patentable over the cited art.

Claim 16 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Zdepski et al. in view of Hite et al. and Blackketter et al. as applied to claim 15 above, and further in view of Ciciora ("Modern Cable Television Technology").

Ciciora discloses various information that may be carried in the vertical blanking interval (Section 3.3.5).

Claim 16 depends from independent claim 14. However, Ciciora fails to provide what is missing from Zdepski, Hite, and Blackketter as discussed above, and because this claim depends upon an independent claim argued above, the claim 16 is also patentable over the cited art.

Claim 25 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Zdepski et al. in view of Hite et al. and Blackketter et al. and further in view of Ciciora.

Applicants' amended claim 25 includes at least the following distinguishing elements:

“ . . . inserting a plurality of encrypted interactive content codes including corresponding option fields into different regions of data in a video stream to be broadcast to a plurality of local subsystems, wherein the interactive content codes correspond to an interactive content to be inserted into the video stream based on values associated with respective option fields...”
(emphasis added)

Neither Zdepski, Blackketter, Ciciora, nor their combination discloses or suggests what is recited in claim 25 and is thus patentable over the cited art.

Claim 26 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Zdepski et al. in view of Hite et al. and Kaiser et al. (U.S. 6,615,408, hereinafter, “Kaiser”) and further in view of Ciciora.

Kaiser discloses embedding a trigger in the vertical blanking interval (col. 6, lines 65-67 and col. 7, lines 1-4).

Applicants' amended claim 26 includes at least the following distinguishing elements:

“ . . . inserting an encrypted interactive content code into a closed caption region of a video stream, wherein a first portion of the interactive content code corresponds to second interactive content to be inserted into the video stream to replace first interactive content and a second portion of the interactive content code includes an option field composed of conditions for replacing the first interactive content with the second interactive content.” (emphasis added)

Neither Zdepski, Kaiser, Ciciora, nor their combination disclose the elements of claim 26 and is therefore patentable over the cited art.

CONCLUSION

Applicants respectfully submit that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicants' attorney at 408-278-4045 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

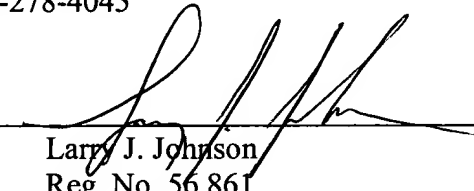
Respectfully submitted,

ERIC E. DEL SESTO ET AL.

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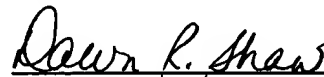
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Dawn R. Shaw

Name



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